

KEEP IT BASIC

Time to grab a winner! Use the attached jar grip and money-saving coupons to introduce yourself to the cigarette brand that tastes good and costs less, Basic®.

Give them a try. For smoking enjoyment, remember, Keep It Basic®.

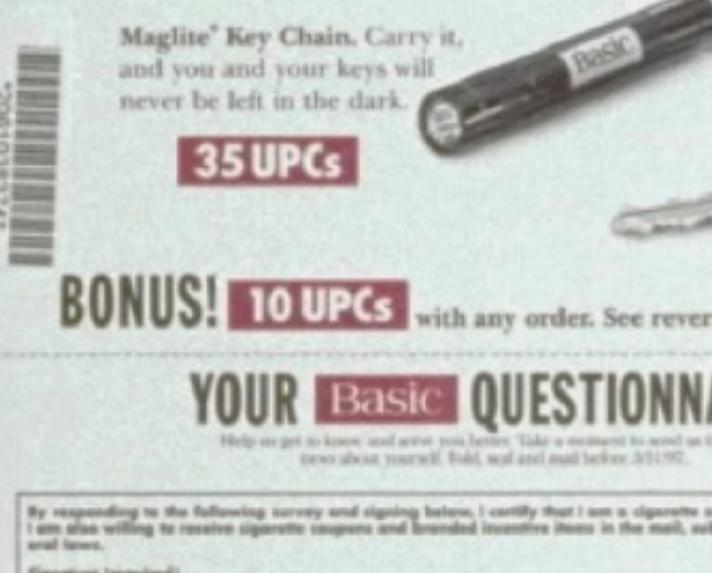


SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

YOUR BASIC® SERVICE STATION



Sentry Pack® Car Emergency Kit.

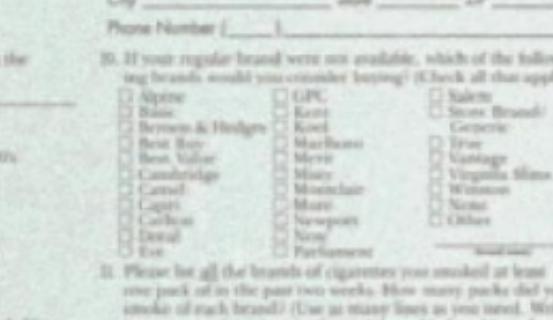
Kit includes: 8-foot jumper cables, flashlight (batteries not included), gas siphon, distress flag, tie-down strap, duct tape and tire gauge.

100 UPCs

YOUR BASIC® SEARCHLIGHT

Maglite® Key Chain. Carry it, and you and your keys will never be left in the dark.

35 UPCs



BONUS! 10 UPCs with any order. See reverse side for details.

YOUR Basic QUESTIONNAIRE

Help us get to know and serve you better. Take a moment to send us the bare news about yourself. Fold, seal and mail before 3/31/87.

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By responding to the following survey and signing below, I certify that I am a cigarette smoker 18 years of age or older. I am also willing to receive cigarette coupons and limited incentive items in the mail, subject to applicable state and federal laws.

Signature (required): _____

Date of Birth (Required) Month / Day / Year Today's Date Month / Day / Year

We won't sell or rent your name to any non-PHILIP MORRIS company.

Use the lines below to print name and address corrections only.

Mr. _____ Male _____
 Mrs. _____ Female _____
 Ms. _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

Phone Number (_____) _____

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply)

Alpine GPC Salem Silver Brand/
 Basic Kent Kool Generic
 Beynon & Hedges MacBacco Liggett True
 Best Buy Merit Miltos Vantage
 Best Value Muns Moondale Virginia Slims
 Cambridge Muns Newport Winston
 Camel O'Brien Parke-Davis Other
 Capri Parke-Davis Salem Nat'l
 Carlton Parke-Davis Silver Brand Other
 Doral Parke-Davis Salem Other
 Esso Parke-Davis Silver Brand Other

11. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 20 packs.)

Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

12. Where do you usually buy your cigarettes? (Check one.)

Supermarket Chain Convenience Store Neighborhood Grocery
 Discount Store Drug Store/Pharmacy

13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special price?

I look for special offers for my regular brand... Frequently Occasionally Never

I take advantage of special offers for brands other than my regular brand... Frequently Occasionally Never

14. Which of the following best describes you? (Check one.)

White Asian Other
 African-American American Indian
 Hispanic Other

FOLD AND MOISTEN HERE TO SEAL

MANUFACTURER'S COUPON EXPIRES 3/15/87

BUY 3 PACKS GET 2 FREE

Buy three packs and get two free packs of Basic (any style).



BUY 2 PACKS GET 1 FREE

Buy two packs and get one free pack of Basic (any style).



\$1.50 OFF CARTON OR 5 PACKS

Get \$1.50 off any carton or 5 packs of Basic (any style).



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Source: https://www.industrydocuments.ucsf.edu/docs/yjwp0003